

1. Record Nr.	UNINA9910449784603321
Titolo	Aspects of electronic retailing [[electronic resource] /] / editor, John Fernie
Pubbl/distr/stampa	Bradford, England, : Emerald Group Publishing, c2002
ISBN	1-280-47908-6 9786610479085 1-84544-654-2
Descrizione fisica	1 online resource (63 p.)
Collana	International journal of retail & distribution management ; ; v.30, no. 10
Altri autori (Persone)	FernieJohn <1948->
Disciplina	658.84
Soggetti	Electronic commerce Retail trade - Management Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Contents; Abstracts & keywords; Editorial; Consumer demand for online food retailing; Switching to electronic stores; The state of electronic customer relationship management in retailing; Exploratory study into wireless application protocol shopping; Increasing the cost efficiency of e-fulfilment using shared reception boxes
Sommario/riassunto	This is a themed issue on aspects of electronicretailing. Michelle Morganosky and BrendaCude published their first study of consumerresponses to online shopping in IJR&DM in2000. It recorded the most online "hits" ofany paper in the journal that year and was oneof the most downloaded papers in the MCBsuite of journals.